

Publishing in India

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Good Books : Bad Books

A publisher, I said last month in this column, is not merely a seller of books. He decides what books to publish and his decision is not always guided by financial consideration. Other considerations are there, of which one is, and always is, his decision to publish books of enduring value, that is to say, good books, books that do not corrupt taste. In doing so he creates a taste for reading and writing of good books which is what should be the aim of all publishers in a society which is developing and progressing.

Ours is a developing and progressive society. And yet how many publishers are guided by this decision? Let us suppose for a moment X, a publisher, decides to publish a good book, say, a good book of verse or a novel, and let us also suppose he is reconciled to the fact that for profit he will wait. Can he, given the two conditions, publish a good book today? You will perhaps say why cannot he publish a good book if he is earnest about it? But the fact is he cannot. And that is because today's readership in India (I am thinking of the readers of English books) does not read good books. He is mainly fed by books that are flooding the Indian market today, the books that go by the name of *pulp literature*, the books that corrupt taste. As a result, bad books are driving away good books out of circulation in India. In a good society, the opposite is the case. The readers, publishers, men of affairs, the government — all cooperate with each other in the common pursuit for everlasting and even increasing value. In our country, developing through it is, we pay little attention to this problem.

In the first place, politicians and public men are blissfully unaware of this problem. To them it is not a problem at all. To be aware that if the readers, particularly the teenagers of the country, always read novels of sex and violence, there may be law and order problem in society requires a vision and in the absence of vision, as all wise men have warned us, a nation must perish in the long run. Not that we do not talk of the future of our society. We talk of ecological disaster, of environmental pollution, of controlling population and flood but we seldom talk of controlling corrupt and decaying taste. We think they are of little concern to us. Therefore we do not mind (the American trade magazine, *Publishers' Weekly* reported recently) if a novel like *Devil's Alternative* is allowed to be exported to India 50,000 copies at one go. The heavily priced book (by Indian standard) is in everybody's hand! The novel is a real corruptor of taste. Read it and then reflect why it is so.

In face of such books whose appeal is instant and hypnotic good books, when published, do not have any chance of reaching a reader's hand. You may say *Devil's Alternative* is an exception that has taken the Indian market by storm and once in a blue moon you see such books, and, therefore, why generalize that the Indian readers' taste is being spoiled by foreign books. But, I am afraid, this is not the case. There are large number of lesser "devils" which are also the prize possessions of Indian readers. What about the novels by Arthur Hailey, Mario Puzo, James Hadley Chase, Jacqueline Susanne? They have driven away, out of circulation the novels by Sant Chatterji, Raja Rao and R K Nayan. How many copies of Prem Chand's novels you find in the bookstalls today when we are celebrating the centenary of the great novelist?

A publisher in India even if he wants to cannot publish a good book today and unless the government restricts the import of pulp literature the matter cannot be righted. Meanwhile let an Indian publisher tilt at a windmill and remain satisfied at that!

- I.C.M

Book Reviews

Two New Books from Concept

STI IN ROKKAN (Ed.), *A quarter century of international social science, papers and reports on developments 1952-1977*. New Delhi : Concept Pub. Co., 1979. 388 p ; 26 cm.

Rs 225

IT was in October 1952 at a meeting at UNESCO House that the International Social Science Council was established with the ostensible purpose of a world-wide internationalization of the social sciences. The present book which is a collection of papers and reports focusses our attention on development in the disciplines and in a number of fields of interdisciplinary research during the last quarter century (1952-1977) and show how much further have the social scientists moved towards a genuine, a living internationalization of the pursuit, the production and the application of knowledge about human societies.

The issues were discussed in some detail at the Quarter Century Round Table organized by the ISSC in October 1977. Particular attention was paid to conditions which had helped or hindered the internationalization of activity in the fields of social sciences. The papers and reports that were received have been edited under the three heads and these are The Basic Disciplines (Anthropology, Economics, Law, Political Sciences, Population, Psychology, Sociology), Major fields of Interdisciplinary Activity (Mental Health, Peace Research, Public Administration, Public Opinion Research) and Developments by region (the countries included are India, Latin America, Soviet Union, United States of America). These apart there are three introductory essays and an excellent resume of the debate at the Round Table.

Reading them the present reviewer is inclined to think that the twin themes - internation-

alization and interdisciplinarity — have turned out to be non-complementary but often contradictory. Thus the international associations present were disciplinary in vocation but the representatives of the national social science councils protested their interdisciplinarity. However there was general agreement that there had been a literal explosion in the number of contacts and diversity of channels of communication and cooperation between social scientists at the international level during the past 25 years. It is also to be noted that during the same period there was a movement away from American monopoly toward a more poly-centric, world-wide base for social sciences. This must allay the fears of many a third world social scientists of cultural assimilation. It was emphasized by a number of participants that dimensions of internationalization must include, and should, local variables as also the growing desire for cultural self-reliance.

The heterogeneity of the subject-matter and of the participants notwithstanding, the 25th Anniversary Round Table of the International Social Science Council had both impact and relevance. For one thing, it permitted a significant exchange of views however heterogeneous. For another, it helped to overcome isolation and brought people up-to-date on developments in the various disciplines and world regions.

INDERA P SINGH & S.C. TIWARI (Eds.), *Man and his environment*. Xth ICAES series No 2 (General Editor : Lalita P. Vidyarthi). New Delhi : Concept Pub. Co., 1980. 300 p ; 22 cm.

Rs 16

IT is common knowledge that the changes in our living environment are taking place much more rapidly today than they did. *Continued on page six*

News and Notes

Remembering Premchand

On July 31 Vice-President Hidayatullah inaugurated Premchand Centenary Day and on the same day a postage stamp was released by Mrs Kamala Devi Chaudhary, Chairman of the Sangeet Natak Academy to mark the Premchand birth centenary celebrations.

Speaking on the occasion Jaiendra, the leading writer in Hindi literature compared the two leading Indian men of letters : Rabindranath Tagore and Premchand.

"They belonged to two different worlds", said Jaiendra. "Tagore the son of one accustomed to princely styles and Munshi who had the earth in his bones and everyday existence. In spite of this both represented the essence of India -- one poetic and rhythmic, the other deep and elemental."

It may also be added that both writers have contemporary relevance though both are dead. The point is realised when we see the India of today through their eyes. So far as Premchand is concerned, we can say with some confidence that the problems with which he was concerned have lost none of their menace. You can still feel the dead hand of tradition in large parts of the countryside and there are still millions who are below poverty line as there were in Premchand's day.

Consequently, Premchand would pay rereading. But unfortunately Premchand is almost a closed book to those who do not read Hindi. And this, many important persons on Premchand Centenary Celebration Day have said, can be rectified if his works were translated into more than one regional language of India and into English.

Let a publisher undertake the project and I can say he will not be a loser. Premchand's books will always have a steady market in India and abroad.

Kenneth Tynan Dead

To readers of dramatic criticism the death of Kenneth Tynan is a loss. He came to our notice in the fifties as a dramatic critic for

The Spectator and *The Observer*. But only in the sixties in the heady atmosphere of the New York that he could exercise his talent. It was Tynan's belief that "no theatre could sanely flourish unless there was an umbilical connection between what was happening on the stage and what was happening in the world."

"Oh, Calcutta" -- a series of skits which Tynan was bold enough to present were engaging and in which Samuel Beckett, John Lennon and others collaborated on the English stage.

A Chinese Discovery

Chinese historians are saying now that Chinese Buddhists, not Columbus, discovered America. Evidences are being collected to support this startling hypothesis. The latest issue of *China Reconstructs* says that there may be some truth to it.

Budget and Publishing

The Finance Minister in his Budget for the current year has given many incentives and concessions for the development of small scale industries, which indeed is a pragmatic and welcome policy, but publishing which is also in the small scale sector seems to have not only been left out but has been denied even some of the concessions enjoyed by it so far.

Income Tax concession under Section 80QQ of the Income Tax Act which was being given to the business of publication of books for its development and growth has been withdrawn in the proposed Budget. It has come at a time when publishing is struggling hard to maintain its existence in the face of increasing prices of paper, lack of grants for library purchases, increasing postal and freight rates and also large imports of all sorts of books under O.G.L. It is estimated that imports of over Rs. 10 crores are now coming into India. Many of these imports constitute remainders which are dumped into the Indian market at ridiculously low prices because they are obsolete and out of date books published abroad. This has adversely affected the demand for books published in India by Indian publishers.

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Forthcoming

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The Position of Women in Indian Life

HERE is a timely reprint of a book that was written some sixty years ago by an Indian woman for the Indian women. The woman was not an ordinary woman but the most prominent Hindu Princess (Her Highness The Maharani of Baroda) at that time. In that task she was assisted by S M Mitra, the noted author (in 1920's) of many books on Indian problems.

Having come into contact with the women of other countries, especially the women in Europe and America, the author was pained to discover the inferior status of women in India in all walks of life, especially in public life. What could be the reason for this great difference? Looking at the women of her country she asked if Indian women must continue to be isolated from all public affairs. If not, what is the remedy and how is the remedy to be applied?

The Position of Women in Indian Life is an answer to the above questions. The answer is based on facts, on the knowledge of Indian history and society and also on the knowledge of the position of women in Europe and America. Divided into nineteen chapters, *The Position of Women in Indian Life* is a remarkable book. Remarkable because much before Betty Friedan's attack on the "feminine mystique", and much before Simone de Beauvoir wrote *Second Sex* which roused women into rebellion in USA and Europe the other day, the author of *The Position of Women in Indian Life* could anticipate many of their arguments some seventy years ago and could say boldly and clearly that Indian woman's so-called submissiveness was nothing but a myth. It is, as she has said, propagated to exploit woman in a patriarchal society.

So that Indian women can exercise their freedom without let or hinderance the author is

of the opinion that they must assimilate western ways which can be achieved not by following the West blindly but by harmonizing Eastern practice with Western civilization. But the readers of this book must not imagine that the author is pleading that Indian women must, to gain their freedom, revolt against menfolk. Her thesis is how could Indian women cooperate with men in public affairs so as to build a harmonious society, which was found in India in the past when Indian women enjoyed equal status with men but which was lost due to the vicissitudes of history.

The United Nations Decade for women is from 1975 to 1985. At the half-way point in this decade, when the World Conference of Women at Copenhagen has been called to review the situation of women both in the developed and developing countries such a book as *The Position of Women in Indian Life* will be found to be a substantial study of the problems that Indian women are still facing today.

Materia Medica of India and their Therapeutics

A reprint of Khory's and Katra's famous book first published in 1903. The organic drugs from the vegetable kingdom described in this book and their therapeutic value are mainly intended for those who believe in Hindu system of medicine, the system which was in the heyday of its glory in the earlier centuries of the Christian era but afterwards declined in the country of its origin.

The first decline set in when the Muhammedans conquered India for the Muhammedans brought with them their own physicians, called Hakims, who followed the Greek system of medicine and was known as "Yunani".

The second decline followed when the English conquered India. The conquest was not merely political it was also cultural and intellectual. The Indians -- Hindus -- were taught to

discard their own system of medicine known as Ayurveda -- in favour of Western medicine and surgery which it was claimed was more scientific and, hence, more efficacious.

Under the impact of the two conquerors Hindu medicine languished which cured the sick and the infirm for many centuries. That this important system of medicine should be lost to mankind and to us is a pity.

It is therefore a matter of satisfaction to us to see that efforts are being made today in India to revive it, to examine if the system is unscientific as the West declares that it is. Re-

cently have been set up and the Ayurvedic colleges are being given grants and government encouragement to develop Ayurveda -- the divine art of healing, as it was called in Ancient India.

Ayurveda had accumulated a vast body of literature of which the greater part is lost to us. The few books that remain are rare, not easily within our easy reach.

The present book is one such. Its reprint will therefore be of substantial interest to the students and practitioners of Hindu medicine. The book is a rich nugget of information. Each medicine derived from vegetable kingdom is described under such headings as *Habitat*, *Parts used*, *Character*, *Constituents*, *Preparations* and *Actions and uses*. This part of the book runs into 640 pages and is followed by the indispensable second part which is about the classification of drugs according to their physiological effects on the human system. For ready reference there is, at the end of the book, a valuable index.

Written by one-time specialists, *Materia Medica of India and their Therapeutics* will surely provide the much-needed encouragement that the study and research of Ayurveda needs today very badly.

The Archaeological Survey of Mayurbhanja

by Nagendranath Basu

WHEN students of Indian art and architecture talk about the artistic achievements of Orissa they talk only of the temples of Bhubaneswar, Konarak, and Puri and it is in the light of the distinguishing architectural and sculptural features of these temples found in

the three great centres of art that they generalize about the style of Indian art and architecture that flourished in Orissa which, in many ways, was different from the other Northern Indian styles. That a distinctive style sprang up in Orissa is not disputed but the point is that in talking about the new style we seldom go outside of Bhubaneswar, Konarak, and Puri. We forget that there were other centres of art and architecture in Orissa in mediaeval era which were equally important.

One such centre was the erstwhile state of Mayurbhanja in Orissa, now a district covering an area of 10,412 sq km with its head-quarter at Baripada. In mediaeval time the rulers of this state were enthusiastic patrons of art and under their patronage temples were built, sculptures were sculpted and many minor arts flourished and thus it is that the small state could boast of its artistic achievements.

Unfortunately, we know next to nothing about its achievements, till Nagendranath Basu, a noted Bengal archaeologist and author (in the first decade of the twentieth century) published his *magnum opus* *The Archaeological Survey of Mayurbhanja*, a work which was commissioned by the Chief of Mayurbhanja.

It took about two years (1907-1909) of indefatigable labour on the part of the author to explore the lost treasures of Mayurbhanja. The results of his exploration are contained in this volume which was published in 1911 by the Mayurbhanja State.

It contains brief reports about various places in Mayurbhanja which are exceptionally rich in the possession of interesting and important materials of history, religion, art and architecture that the author examined. In addition, the book contains the descriptive notices of various gods and goddesses, temples, mounds and debus that came to the author's notice. References to these *objets d'art* which are found in ancient Sanskrit works of authority have also been included in the book. At the end of the book in the appendix is given a summary of the contents of the copper-plates inscriptions collected by the Archaeological Department during the years 1907-09. Finally, the facsimiles of the original grants and other inscriptions with their readings have been included.

The Archaeological Survey of Mayurbhanja is therefore not only a book which gives to its

readers facts about art and archaeology of the state but provides enough background information about history, religion and culture of the erstwhile state of Mavunabhanja. The information is authentic and the presentation of the information lucid.

That such a valuable book should remain out of print for long is a matter of regret. The present reprinted edition will not only rescue it from oblivion but also encourage a new start and a new beginning in the study of the history and culture of Mayurbhanja, a region which is rich in its natural beauty as well as cultural wealth.

Continued from page three

The need for support to indigenous publishing in Indian languages has always been recognised by the Government and there is every justification for the continuation of this policy in view of the significant role publishers have to play in the spheres of Education and Culture, more specifically in the Sixth Plan's proposed literacy drives, adult education programmes and spread of library movement.

The total tax relief accruing under Section 80QQ is a very small amount in the totality of the Budget but for the small world of publishing, it has been a substantial incentive.

The stoppage of this concession to the publishers at this stage will force many of them either to reduce their programmes or to get out of business altogether. Surely this cannot be the intention of the Central Government and we would appeal to them through the columns of your esteemed Paper to reconsider the matter and restore Section 80QQ of the Income Tax Act.

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Continued from page two

yesterday, and that the rapid changes are not conducive to human health but are posing threats to human existence. The dismal predictions of the Club of Rome make one feel that the future of man is bleak which would surely thwart his desire to live happily ever after in this *terra-firma*. To avoid ecological disaster in the near future we must evolve protection technique, and fight the imminent environment that is engulfing us gradually but surely by making terms with the environment.

To do so we must be aware of the dangers in man-environment relationships, and the more aware we are aware of the dangers the better equipped we would be to take timely steps. Rapid development of industry modernization and chemicalization of agriculture, formation of great urban and industrial agglomerations, all these have brought about pollution of the environment in their train as well as mal-nutrition causing severe imbalances in regard to man-environment relationships. Add to this geographical catastrophes over which man has no control at present and the biological response to such changes over which we have, at best, imperfect control.

These and many other aspects of Anthropology were studied by experts at the Xth session of the International Congress of Anthropological and Ethnological Sciences (ICAES) which was held, for the first time, in the Third World, in New Delhi, in 1978, where nearly 3,500 delegates representing 63 countries assembled.

A judicious selection of some of the more important aspects of man-environment relationship is contained in the book under review. The aspects are physique and body composition, physical fitness, nutritional studies, man and biosphere, island and isolates, and finally, urban and rural populations in a variety of environmental settings and ecosystems.

Reading them one feels that many adverse processes in the environment can be inhibited and many of them can be controlled but to do so man has to change adequately in relation to the environment by coming to terms with the environment.

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Publishing in India

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VOLUME I

NUMBER 8

SEPTEMBER 1980

Would You like to be a Publisher ?

THE other day I read something on the above subject. Being a publisher myself I felt that I should share it with others in the publishing trade. I do not claim any originality in what I am writing below, the composition being, what Plato would say, an imitation of an imitation.

There was a publisher. Let's call him X. He came to the publishing line ten years ago from today and began his publishing career as an editor for a big publishing firm. Now — in the middle forties — he has established himself as a good publisher having extended the business of his press and having added quite a few new titles that sell. He now, he told me, wants to concentrate on publishing academic books. For this purpose he undertook a trip last year and visited a few important universities in India establishing contacts with scholars of repute. With lucky chance he found out Prof Y whose sound scholarship was well-known to the scholars of this country and abroad. Prof Y had been working on a manuscript for the last ten years. The manuscript — a tome of 800 pages — is now ready. Mr X, our publisher, got the opinion on this manuscript from Prof Y's colleagues who spoke to him in eloquent terms about Prof Y's work. Mr X was also told that Mr Z, another publisher, was also trying to get Prof Y's manuscript for publication.

With tact Mr X prevailed upon Prof Y and Prof Y handed over his manuscript to Mr X for publication. Being a conscientious publisher Mr X sent the manuscript to his reader who, in due course of time, sent it back with his remarks to Mr X asking him to request Prof Y to revise the MS in the light of his comments. Mr X communicated with Prof Y whereupon Prof Y sent the following letter in reply:

Dear Mr X :

Your reader is an ass. He has academic pretensions. His remarks are full of sound signifying nothing. He disagrees with many of my arguments but doesn't explain, why I withdraw the manuscript.

Sincerely yours,
Y

Mr X was caught in a dilemma. After a few days he sent a brief reply to Prof Y which was as follows :

Dear Prof Y :

I am returning the MS. God's will be done.

Sincerely yours,
X

There was a long silence. Prof Y thought that the chapter with Mr X was closed. He was thinking of contacting Z who was also, as I told you, interested in publishing Prof Y's work, when one morning he received the following letter from Mr X.

Dear Prof Y :

Well, well well, don't you think your reader's remarks is little too severe ? You should know, however, he is a scholarly reader and his opinions are valued by many an author in India.

Why not let's have a second look at the MS ?

Sincerely yours,
X

By return mail Mr X received the MS. This time he himself read the MS and found that he agreed with the criticisms that his reader made. To publish the MS as it is would not be quite correct, he thought. He was again caught in a dilemma. He therefore sent the following letter to Prof Y .

Dear Prof Y .

I have read your manuscript and I am fully convinced that it is a very important work. I should like, however, to discuss a few things with you. You could have lunch with me any day you say. Or would you rather come here ?

Sincerely yours,
X

Few days passed Mr X did not get any reply from Prof Y . Then one day came the following note :

Dear Mr X .

Please return the MS. I don't like discussion.
Thanks,

Sincerely yours,
Prof Y

Mr X learnt after a month that Prof Y 's MS was being published by Z after it was revised by Prof Y in the light of Mr X 's reader.

Under the circumstances, would you like to be a publisher ?

— ICM

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by S P Gupta Keeper, National Museum,
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Here is a book that would arouse interests
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Indian and Central Asian art, archaeo-
logy and architecture writes about the
beginnings of Indian art Mauryan and
the late Mauryan art and architecture
and brings to bear a new interpretation
on it a theme made controversial by
the fierce polemics among scholars
East and West recently.

Dr Gupta examines the controversy --
particularly the thesis of John Irwin put
forth by him in a series of even lectures
delivered at National Museum, New Delhi
in 1975 and offers his comments and
criticism

On the basis of fresh chronological
framework emerged from the examination
of several of *objets d'art* Dr Gupta
concludes that the unilinear evolutionary
model cannot be a sure basis of
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Book Reviews

Reclaiming Waste Land

HARI SHANKAR SHARMA. *Ravine erosion in India*. Foreword by M V N Murthy. New Delhi, Concept Pub Co., 1980. 96 p., plates, tables, 22 cm. Rs. 50

SINCE the land for agricultural use is limited in every country, and since waste in any form does not contribute to national wealth, it is necessary to keep always a watchful eye on the limited land that we have and not allow it to be wasted. It has been estimated that much of the land in India that could be cultivated is now uneconomic due to our negligence. Uneconomic because, such land has been eroded due to our faulty land use practices -- a subject which is a significant branch of study of environmental science in general and fluvia, geomorphology in particular.

In the book under review the author takes up the problem and is successful in introducing the subject to his readers. Lest I should do injustice to the author I must say that the scope of the book is not erosion as such. The author does not study all types of soil erosion with which the earth scientists are largely concerned. Nor is he concerned with the two relatively important soil erosion, namely, *geological erosion* and *accelerated erosion* but only with the latter.

Accelerated erosion, we are told, is that form of erosion which is manmade and it occurs when man alters the ecosystem by various land use practices. That being so, ravine erosion which is one of the major types of soil erosion, is, in reality, the problem of accelerated erosion.

Ravine is said to be a form produced by river action and in recent years ravine studies have made significant strides in the European countries and the USA. One recalls such authorities as Bryan (1941), Antev (1952), Martin (1963), Schoenwetter (1962), Tuen (1966), Schumm (1956), Denevan (1967), and Carson and Tan (1977). In India ravine studies

are comparatively scant. Even so, one should like to mention such researchers as Gorrie (1957), Falwani and Ahuja (1956), Ahmed (1968, 1970), Sharma (1968, 1976), Kaul (1967), Mishra and Bhola (1967), Bali (1972), and Gadkari and Rama Rao (1955). To this list must be added the name of the present author Hari Shankar Sharma.

His book is a significant contribution to ravine geomorphology for more than one reason. In the first place, it is a timely publication because much of India's land use patterns and flood problems are related to ravine erosion. Secondly, by studying the significance of ravine erosion in some of the most river systems from different parts of Central India extending from the west coast to the east coast in the Mathi basin, the Chambal basin, and the Chota Nagpur Plateau, the author came to his major conclusion, namely, that ravine forms due to headward erosion and, consequently, must be related to an uplift of the entire area on a regional scale.

On the basis of his study -- the study of intensity of ravine erosion rates and morphological characteristics, to be precise, the author has been able to classify the whole of the ravine area in India into five zones. The characteristic features of each of the five zones has been discussed and figures and plates supplied to make the discussion concrete.

In addition, the author has been able to discuss in his book the alternative hypotheses of ravine formation. The two such hypotheses are overgrazing model and the climate model.

One is left with no doubt after reading the book that the present study would be of interest to the geographers and agricultural scientists. But the book would have been less valuable had not the author paid attention to the problems of ravine reclamation in the last three chapters. It has been estimated by the

Continued on page twelve

News and Notes

Loan for Education

FOR the period 1979-83 the World Bank has almost doubled its lending for education to the developing countries. Its basic objectives are : physical expansion of schools, improving the standard of education, and internal efficiency. For achieving these objectives the Bank has categorised the developing countries as low income countries and the middle income countries. In lending to the former, the Bank said, stress would be on the development of low cost basic education programmes and adult education. For the middle income countries the Bank has proposed to give loans for the development of skills to meet the ever-increasing needs of sophisticated technology. This apart the Bank will also extend its help to higher levels of education of the developing countries. Other than the education the Bank is expected to support the countries in imparting pre-employment training for labour market, to continue project-related training and teachers training. It will also help the countries to develop technology such as laboratories for applied research and consulting engineering organisation.

Break-through in Book Industry

While declaring open the first-ever five-day national industrial book fair at New Delhi on the 3rd September Mr K N Modi, President of the Federation of Indian Chambers of Commerce and Industry said that for promoting the growth of the book industry in the country a workable solution should be found regarding increase in the price of paper without jeopardising paper industry. Furthermore, Mr Modi said, adequate steps should be taken to bring down the cost of books. Both the Government and the Industry must find ways and means to market low priced books for the common reader. According to Mr Modi, this would also help effect a breakthrough in marketing the books.

The organisers of the fair — Federation of Publishers and the Delhi State Book Sellers and Publishers Association — said that in

spite of the fact that the Indian Book Industry today was among the ten largest industries, it was unfortunately facing a large number of problems.

The exhibition which was opened at Hotel Imperial displayed industrial books -- government reports, manuals, UN publications, journals, books on a wide range of technological subjects and encyclopaedias. Besides there were books on science, technology, commerce, research and industrial subjects from the US, UK, W Germany, Holland, Japan and the Soviet Union.

Death of a Magazine

The closing of VAGARTHA, a literary quarterly, edited by Mrs Meenakshi Mukherjee is a sad event for those who care for creative literature. Of course, it would not make any difference to those who read flashy journals mushrooming all around today.

A serious literary journal, *Vagartha* did a lot to modern Indian literature to acquire a distinct identity through translation.

Why did *Vagartha* disappear? Is it because we are today indifferent to creative literature? Or is it because in modern India any attempt to find a forum that would identify the authenticity and unity in Indian literature must end up in smoke because of our too much attention to regional identity? If not, why did *Poetry India* edited by Nissim Ezekiel close down? And *Opinion Literary Quarterly* edited by Gauri Deshpande?

UGC History Panel

Recently the University Grants Commission has set up a panel of experts on history. The panel has recommended that the history of at least one region other than India should be introduced in the syllabi of the universities. The panel has also suggested that students should have working knowledge of either one classical language or a modern language in addition to English and must study one subsidiary

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Forthcoming

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The Position of Women in Indian Life

HLRF is a timely reprint of a book that was written some sixty years ago by an Indian woman for the Indian women. The woman was not an ordinary woman but the most prominent Hindu Princess (Her Highness The Maharani of Baroda) at that time. In that task she was assisted by S M Mitra, the noted author (in 1920's) of many books on Indian problems.

Having come into contact with the women of other countries, especially the women in Europe and America, the author was pained to discover the inferior status of women in India in all walks of life, especially in public life. What could be the reason for this great difference? Looking at the women of her country she asked if Indian women must continue to be isolated from all public affairs. If not, what is the remedy and how is the remedy to be applied?

The Position of Women in Indian Life is an answer to the above questions. The answer is based on facts, on the knowledge of Indian history and society and also on the knowledge of the position of woman in Europe and America. Divided into nineteen chapters, *The Position of Women in Indian Life* is a remarkable book. Remarkable because much before Betty Friedan's attack on the "feminine mystique" and much before Simone de Beauvoir wrote *Second Sex* which roused women into rebellion in USA and Europe the other day, the author of *The Position of Women in Indian Life* could anticipate many of their arguments some seventy years ago and could say boldly and clearly that Indian woman's so-called submissiveness was nothing but a myth. It is, as she has said, propagated to exploit woman in a patriarchal society.

So that Indian women can exercise their freedom the author is of the opinion that they must assimilate western ways which can be

achieved not by following the West blindly but by harmonizing Eastern practice with Western civilization. But the readers of this book must not imagine that the author is pleading that Indian women must, to gain their freedom, revolt against menfolk. Her thesis is how could Indian women cooperate with men in public affairs so as to build a harmonious society, which was found in India in the past when Indian women enjoyed equal status with men but which was lost due to the vicissitudes of history.

The United Nations Decade for Women is from 1975 to 1985. At the half-way point in this decade, when the World Conference of Women at Copenhagen has been called to review the situation of women both in the developed and developing countries such a book as *The Position of Women in Indian Life* will be found to be a substantial study of the problems that Indian women are still facing today.

Materia Medica of India and their Therapeutics

A reprint of Khory's *** Katra's famous book first published in 1903. The organic drugs from the vegetable kingdom described in this book and their therapeutic value are mainly intended for those who believe in Hindu system of medicine, the system which was in the heyday of its glory in the earlier centuries of the Christian era but afterwards declined in the country of its origin.

The first decline set in when the Muhammedans conquered India for the Muhammedans brought with them their own physicians, called Hakims, who followed the Greek system of medicine and was known as "Yunani".

The second decline followed when the English conquered India. The conquest was not merely political - it was also cultural and intellectual. The Indians — Hindus -- were taught to discard their own system of medicine -- known as Ayurveda -- in favour of Western

medicine and surgery which it was claimed was more scientific and hence more efficacious

Under the impact of two the conquerors Hindu medicine languished which cured the sick and the infirm for many centuries. That this important system of medicine should be lost to mankind and to us is a pity

It is therefore a matter of satisfaction to us to see that efforts are being made today in India to revive it, to examine if the system is unscientific as the West declares. Research centres have been set up and the Ayurvedic colleges are being given grants and government encouragement to develop Ayurveda—the divine art of healing, as it was called in Ancient India.

Ayurveda had accumulated a vast body of literature of which the greater part is lost to us. The few books that remain are rare, not easily within our easy reach.

The present book is one such. Its reprint will therefore be of substantial interest to the students and practitioners of Hindu medicine. The book is a rich nugget of information. Each medicine derived from vegetable kingdom is described under such headings as *Habitat*, *Parts used*, *Character*, *Constituents*, *Preparations* and *Actions and uses*. This part of the book runs into 640 pages and is followed by the indispensable second part which is about the Classification of drugs according to their physiological effects on the human system. For ready reference there is, at the end of the book, a valuable index.

Written by one-time specialists, *Materia Medica of India and their Therapeutics* will surely provide the much-needed encouragement that the study and research of Ayurveda needs today.

The Archaeological Survey of Mayurbhanja

by Nagendranath Basu

WHEN students of Indian art and architecture talk about the artistic achievements of Orissa they talk only of the temples of Bhubaneswar, Konark, and Puri and it is in the light of the distinguishing architectural and sculptural features of these temples that they generalize about the style of Indian art and architecture that flourished in

Orissa which, in many ways, was different from the other Northern Indian styles. That a distinctive style sprang up in Orissa is not disputed but the point is that in talking about the new style we seldom go outside of Bhubaneswar, Konark, and Puri. We forget that there were other centres of art and architecture in Orissa in mediaeval era which were equally important.

One such centre was the erstwhile state of Mayurbhanja in Orissa, now a district covering an area of 10,412 sq km with its headquarter at Bargarh. In mediaeval time the rulers of this state were enthusiastic patrons of art and under their patronage temples were built, scriptures were sculpted and many minor arts flourished and thus it is that the small state could boast of its artistic achievements.

Unfortunately, we know next to nothing about its achievements, till Nagendranath Basu, a noted Bengal archaeologist and author (in the first decade of the twentieth century), published his *magnum opus* *The Archaeological Survey of Mayurbhanja*, a work which was commissioned by the Chief of Mayurbhanja.

It took about two years (1907-1909) of indefatigable labour on the part of the author to explore the lost treasures of Mayurbhanja. The results of his exploration are contained in this volume which was published in 1911 by the Mayurbhanja State.

It contains brief reports about various places in Mayurbhanja which are exceptionally rich in the possession of interesting and important materials of history, religion, art and architecture that the author examined. In addition, the book contains the descriptive notices of the various gods and goddesses, temples, mounds and debris that came to the author's notice. References to these *objets d'art* which are found in ancient Sanskrit works of authority have also been included in the book. At the end of the book in the appendix is given a summary of the contents of the copper-plates inscriptions collected by the Archaeological Department during the years 1907-09. Finally, the facsimiles of the original grants and other inscriptions with their readings have been included.

The Archaeological Survey of Mayurbhanja is therefore not only a book which gives to its readers facts about art and archaeology of the

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Continued from page three

Planning Commission (1972) that due to ravine erosion 366 lac hectares of land in ten states in India lie idle and cannot be put to agricultural use. What steps must we take to reclaim the ravine land? And what is more important than this what steps are to be taken to prevent further erosion of ravine land? The author provides answers to the two urgent questions that must claim the attention of the would-be planners of another green revolution in India.

Continued from page four

subject from the field of social sciences and humanities. The panel has forwarded its recommendations to the various universities

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A history teacher from Lancashire who visited Madras recently wondered why the tourist spots in South India are not mentioned in the brochure supplied by the Tourism Department at the centre. Not to speak of history teacher from Lancashire, a large number of people in North India are unaware or little aware of many beautiful tourist spots in South India. If the approach of the Tourism Department to this problem is lackadaisical, and if there is not enough publicity material, as indeed it is, the matter can be rectified if some enterprising publishers bring out small illustrated pamphlets for catering to the needs of the many. Go to any book-stall in New Delhi, you will hardly find any "tourist literature".

Continued from page six

state but provides enough background information about history, religion and culture of the erstwhile state of Mayurbhanja. The information is authentic and the presentation of the information lucid.

That such a valuable book should remain out of print for long is a matter of regret. The present reprinted edition will not only rescue it from oblivion but also encourage a new start and a new beginning in the study of the history and culture of Mayurbhanja, a region which is rich in its natural beauty as well as cultural wealth.

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Dr Mohapatra does not look at Udayagiri and Khandagiri caves merely from the point of view of Indian art and architecture but takes pains to analyse the religious and social impulses that shaped them. To do so he uncovers the iconography of the sculptural representations and writes critically about the inscriptions in the cave. The chapter describing the builders of the caves is full of human interest throwing lights on the social condition of the age.

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As a result of inflation and high cost of every article including travelling expenses the only expeditious way by which a publisher can reach a well-defined market is by direct mail advertising. Think of the cost of an average sale representative nowadays. How many publishers can afford to send their representatives to every nook and corner of this vast country? No wonder, therefore, the importance of direct mail service should increase day by day even though postage and print costs have risen.

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I.C. MITTAL

Book Reviews

Education at the Crossroads

S. PARMAJI *Education and jobs* Delhi : Leeladevi Publications, 1979. 118 p., tables, figs., 22 cm
Rs. 45

THE book is not about education as such but is a critique of general higher education in India. The author, an educationist, says that general higher education which is given by the Indian universities to the students do not prepare students for specific job positions but generate in them job aspirations. Do the alumni from colleges and universities perform better if and when they get white-collar jobs? The author asks and the book attempts an answer to this and similar questions.

The author says that the aims of higher education, whether in India or in other countries, are two and these are : achieving excellence and becoming academically creative. That being so, it must be granted that not all those who go in for higher education after leaving school have the cerebral capacity to fulfil the aforesaid objectives of higher education. But our educational policy appears to be based on the theory of "mute inglorious Milton" and we feel as if all are capable of

achieving excellence and the first-rate. Consequently, the rush for higher education in India is today in a continuing process of increment, but its results have always been negative and diminishing. The author of the present book examines this assumption in the light of facts and comes to a sober but realistic conclusion that the graduates of the Indian universities do not display better efficiency in a clerical position than those whose education was nipped after leaving school. Efficiency apart, the holders of the B.A. degrees remain throughout their clerical career "Socrates dissatisfied", which though an advantage to a scholar in academic fields, is certainly a drag in job-position.

Here then is a situation which calls for a radical change. In the course of his analysis the author gives many suggestions, one of which is delinking degree with a certain kind of job. Well-researched and cogently argued, the book is an important contribution to the current literature of education and there is no reason why what the author says about education and job should not be acceptable to us. But the point is such suggestions should be found acceptable to the policy makers.

Education in Colonial India

N RINDER KUMAR SHARMA *Linguistic and educational aspiration under a colonial system*. New Delhi : Concept Pub Co, 1976. 254 p., 23 cm
Rs. 60

IN the book under review Dr Sharma gives a historical analysis of the state of Sanskritic education in India during the colonial rule, that is, up to the time of taking over the reins of government by the Crown from the beginning of the Company rule. The analysis is excellent.

During the early years of the Company rule the authorities did not, informs Dr Sharma, take any initiative in encouraging traditional method of imparting Sanskritic education. The indigenous Sanskrit schools *tulsis* and *pathashalas* which were patronised by the landlords waned because with the promulgation of Permanent Settlement (1793) many landlords were hit hard. The revival of Sanskritic learning, as also Arabic and Persian, took place with the establishment of the Fort William College in 1880 which trained the

British officers. The well-known Sanskritists were employed and Sanskritic learning received a boost but the boost was of little help to the native aspirants. In saying this we must not forget the role that Warren Hastings played (much before the establishment of the Fort William College) in inspiring the British orientalists, chief of whom was Sir William Jones who took a leading part in the Asiatic Society founded in 1784. But their work was scholarly and did not touch the multitudes and could not therefore play an invigorating role in promoting indigenous education. Consequently, Viceroy Lord Minto in his famous "Minute" (March 6, 1811) referred to the progressive state of decay of indigenous education. As a result, the East India Company Act of 1813 sanctioned a substantial sum annually for "the revival and improvement of literature and the encouragement of the learned natives of India". In 1825 the Calcutta Sanskrit College was established where more facilities were available than at the Sanskrit College in Varanasi which came into being in 1792.

But the spread of Sanskritic learning was viewed with disfavour by no less a person than Raja Ram Mohun Roy. In his letter (11 Dec., 1823) to Viceroy Amherst he protested the establishment of the Sanskrit College in Calcutta. The letter was taken note of and the Court of Directors in England remarked, "The great end should not have been to teach Hindu learning, but useful learning".

"I have no knowledge of either Sanskrit or Arabic. But I have done what I could, to form a correct estimate of their value. I have read translations of the most celebrated Arabic and Sanskrit works. I have conversed, both here and at home, with men distinguished by their proficiency in the Eastern tongues. I am quite ready to take the Oriental learning at the valuation of the Orientalists themselves. I have never found one among them who could deny that a single shelf of a good European library was worth the whole literature of India and Arabia. The intrinsic superiority of the Western literature is indeed admitted by those members of the Committee who support the Oriental plan of Education."

-- Lord Macaulay

Dr Sharma informs us that in spite of it the General Committee of Public Instruction gave clearance to the establishment of the Sanskrit College and a British Orientalist Colebrook played a vital part in bringing about a revival of Sanskritic education among Indians.

Ultimately, however, Raja Ram Mohun Roy's point of view was found to be more practical by the British and Lord Maculay's famous Minute on education and its acceptance saw the withdrawal of the government patronage to the Sanskritic learning and the introduction of more "useful learning".

Dr Sharma's book elaborates these points. The book is informative and the presentation of information is lucid enough.

Prehistoric Baluchistan

by
Jim G. Shaffer

215 p., illus., 25 cm. Rs 100

Prehistoric Baluchistan with excavation reports on Sand Qala Tepe by Jim G. Shaffer, published by B R. Publishing Corporation, Delhi is an important work on the Indo-Pakistani borderlands, the region which has, time and again, inspired archaeologists in search of artefacts that could give them clues to the origin of Harappan civilization and indeed of the growth and diffusion of civilization itself in the Indian subcontinent. Sir Aurel Stein, De-Caen, Fairservis, Dales, Gorden, Cosal, Dani and Piggott - the roll call of the archaeologist is a long one -- have, singly and in collaboration with others, done important work. The latest to join this galaxy of archaeologists is Jim G. Shaffer. He has brought to bear upon his work a multivariate approach which has led him to conclude that the growth of civilization cannot be attributed to one single field of human activity but to "a complex process of inter-related changes involving various aspects of human behaviour".

News and Notes

Delhi Book Fair

Delhi Book Fair will be held from the 14th November to 23rd November 1980 at Pragati Maidan (New Complex). In this fair only books published from India will be exhibited.

Attention Publishers !!!

The draw of lots for booking space for stalls in the *above exhibition* will be held on the 5th November, 1980. The stalls will be handed over to the participants on the 12th November 1980. For further information the participants are advised to contact Mr S K Bhatia, Convenor, Delhi Book Fair, M-138 Con. Circus, New Delhi-110 001.

Education : Basic Input

For India's development efforts education should be treated as a basic input. This has been emphasized by a working group appointed by the Planning Commission. The 14-member group of eminent educationists have said in their report submitted to the Government the other day that in three decades of national planning education has been regarded as a "social service" rather than "basic and crucial input". This is to be regretted. The group has pointed out that the present low level of skill development is an adverse feature. "On the one hand there is unemployment and on the other non-availability of certain categories of skilled person", the report says.

To set matter right the report has emphasized that "it must promote a pattern of education which is relevant to the local needs and provides knowledge and skills which enable the learners to participate effectively in the pro-

grammes of social and economic development."

Rewriting History

Recently at the inaugural session of a seminar on "Socio-economic change in Western United Provinces of Agra and Oudh from 1858 to 1900" at Meerut University speakers after speakers stressed the need for rewriting history to depict the people's struggle for a better life. Among the speakers were Prof Satish Chandra, Chairman of the University Grants Commission, Dr Ravindra Kumar, Director of the Nehru Museum and Library. The General Secretary of the Congress (I), Mr S S Mohapatra presided.

Prof Satish Chandra said that there was a noticeable change in the approach to modern Indian history during the last two decades and it was heartening to note that the stress was now being laid on the lives of the people and not the ruler as was the case earlier.

While the present writer of this page has full sympathy for people's history, he is inclined to believe that history written to this receipt will be a history of the demands that people made for a better deal throughout the ages. Of such demands so far as Indian history is concerned there are few facts. Besides if history is always written in this way, history will never teach us man's many noble actions whose source is not necessarily to be found in man's demand for bread -- which once satisfied is totally forgotten -- but in those regions of mind which inspired, for example, a Christ to sacrifice his life for the redemption of mankind. Such a point of view may sound strange to the ears of modern Indian historians who always think that their point of view is always right and any other point of view must always be wrong.

B. R. BOOKS

On *Arts, Fine Arts and Architecture*

ANIS FAROOQI *Art of India and Persia*, 1979 104 p., 74 plates, 25 cm Rs. 300

The author is of the opinion that the art that flourished in India in the 16th century was neither Persian nor colonial, nor even Central Asian but thoroughly Indian. This thesis has been explained in the light of illustrative examples. Printed in art paper, the book is a contribution to Indian art criticism.

GOWRI KUPPUSWAMY & M. HARI-HARAN *Readings on music and dance*, 1979 211 p., 25 cm Rs. 90

A collection of essays by scholars on different facets of Indian music and dance. The importance of music and drama in education has been emphasized as well as the impact of western music in the development of contemporary Indian music.

H. D. SANKARIA *Types of Indian history and its evolution* on behalf of Indian Society for Prehistoric and Quaternary Studies, 1977 36 p., ill. maps, 25 cm Rs. 160

Contains thirty nine research articles on various aspects of Indian art, architecture and history by one of the leading archaeologists of India.

JOHN B. SELLY *The wonders of Ellora*, 1975 (1829) 626 p., plates, figs. (fold), 22 cm Rs. 90

A vivid narration of a journey to the temples and dwellings excavated out of a mountain of granite and extended upwards of a mile and a quarter at Ellora. Selby's account of Indian art and architecture treasures has been highly appreciated by Indian art historians. The present reprinted edition is a welcome addition to Indian art criticism.

S. A. K. DURGA *The opera in South India* Introduction by M. Balamurali Krishna and

foreword by G. R. Damodaran, 1979 176 p., plates, 22 cm Rs. 60

The musical plays of South India which can be considered as the Indian counterpart of the Western opera has been studied in this book in great detail. In addition the book devotes a whole chapter on the production of opera in the course of which the author has made a spirited plea for the training of singers and stage technicians. Included in this book are several valuable photographs and a list of plays both classical and folk, that are of operatic type. Both for scholars and laymen this book will be found important for the understanding of South Indian opera.

S. P. GUPTA *The Roots of Indian art*, 1980 600 ill., maps, charts, sketches, 29 cm Rs. 500

An authority on Indian and Central Asian art and architecture. Dr Gupta Keeper, National Museum, Delhi examines the roots of Indian art in the light of the chronology.

S. P. GUPTA *Archaeology of Soviet Central Asia and its Indian borderlands*, 1979 2 vols., figs., charts, plates (set) Rs. 400

A monumental work by an acknowledged authority.

M. D. SAMPATH *Chittoor through the ages*, 1980 267 p., 50 plates, 25 cm Rs. 160

A valuable reference book for the students of Indian art by M. D. Sampath. An attempt has been made in this book to present a cultural history of Chittoor from early historical times down to 1000 A.D. a region which in ancient times was a cultural migration exhibiting the influence of three different languages because it was in the immediate neighbourhood of the Tamang-Kadamba region. In this region ruled, in succession, the Pallavas, Chalukyas, Kadambas and Rashtrakutas.

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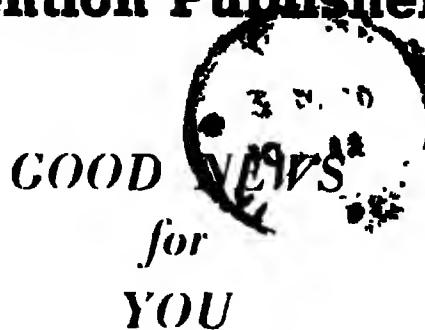
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Publishing Indian Writings in English

(O)NE way of selling Indian culture abroad, I mean in the West and Australasia where English is understood is to make the West read Indian writings in English. I say this not because I am giving a new idea to the Indian publishers for selling their wares but chiefly because I feel that upon the understanding of the West and the East lies the future happiness of mankind, and this is possible more meaningfully through literature than through other forms of creative expression.

We have known the West well enough. An educated Indian knows his Shakespeare, Milton and Shelley, though perhaps he knows better his Marie Pazo, James Hadley Chase, and Jacqueline Suzanne! But, in comparison, does the West know the Indian writers who write in Indian languages - Hindi, Bengali, Tamil and so on?

The knowledge of the West of Indian culture, so far as it is reflected in literature, is perhaps limited to the *Gita* and illustrated *Kama Sutra*. Perhaps the West knows Jawar Gandhi and Nehru through their writings. And also perhaps Raja Rao and R K. Narayan and a few other Indo-English writers who write in English. Here is small bill of fare and the West has had already enough of them.

Consequently, the Western readers must be encouraged to turn their attention to a new pasture and if the Indian publishers do so they will, I am sure, not rue their decision. Here I anticipate an objection from my readers who will perhaps raise their eyebrows, turn towards me and tell me that I am neither giving them a new idea nor a plan of action. They will say that what I am saying has already been implemented by the UNESCO translation project. True, the project had prepared a long list of contemporary and classic Indian works for translation into English and French. But what has the project accomplished so far? Decades have passed and hardly a dozen or so of translated works have been published. The snail progress of the project is a thing to be grieved for and we wish the progress were quicker. Had it been so Indian books would have done as well in the world market as the Japanese books are doing now. The West reads them avidly.

Therefore there is a great to do in this matter.

First, the old translations of Indian classics could be revamped or done up once again in contemporary English to make them worthwhile for the contemporary readers.

Secondly, there are a large number of contemporary Indian writers whose works, if properly translated, would be a great draw to the readers across the seven seas, who are, as the reports indicate, eager to know the true voice of India.

I strongly feel that both the old and new classics need to be introduced to the West. They await translators who may be forthcoming if the Indian publishers once beckoned them to translate.

October 1980

!!!Attention Publishers!!!

The Roots of Indian Art

S.P. GUPTA. *The roots of Indian art.* Delhi : B.R. Pub. Corp., 1980. 378 p., plates (colour), figs (343), charts ; 5 maps ; 29 cm Rs. 500

An acknowledged authority on Indian art and architecture, Mr S.P. Gupta's latest book *The Roots of Indian Art* is not only to be read but also to be seen. Seen, because the book is itself an object of beauty. Beautifully printed, large in size -- 29 cm -- with colour plates and figures galore the publishers must be congratulated for giving us a good book to buy and keep it.

As regards reading, I must frankly acknowledge that the book is meant for those who have had already done their first course in Indian art. That is to say, it is not an art made easy for the beginners.

The subject-matter of Mr Gupta's book is a detailed study of the formative period of Indian art and architecture during the third and second centuries B.C. when art and architecture flourished under the patronage of the Mauryan and late Mauryan kings. Seeing the objects of art and architecture of these two periods many scholars -- both Indians and non-Indians -- asked if this art came from land outside of India, from West-Asia, and then struck roots in Indian soil. They cite many art objects of the two periods to prove their point, of which one -- the most familiar -- is the bell capital -- our national emblem -- now preserved in Sarnath museum. Others rejected this view and thought that Indian art is wholly and solely autochthonous. The latter traces it to the Vedic mythology even though the Vedic gods and goddesses are all aniconic.

Mr Gupta informs us that the dust has not yet settled over this controversy. Only the other day (1975) John Irwin raised this issue; delivered a course of seven lectures on the subject at the National Museum, New Delhi where Mr Gupta was present in addition to other cognoscenti.

According to Mr Gupta, those who hold the first view think that the origin of Indian art and architecture was secular while the proponents of the second would have us believe that it was religious. Mr Gupta says that has no particular model of his own but going through his book one finds that he has not simplified the complex issue by using the two blanket terms - religious and secular. As he says. "We have opted for the term 'Historical Situation' for whatever worth it is. To us it takes care of many other aspects of the problem - Economic, for example, which has normally been less emphasized, although never neglected. It also takes care of Social Mobility, both within the framework of Royalty Inspired Actions, such as the exchange of embassies and mahamatras, and the Demands of Economic Interaction between widely separated regions, such as trade between India and West Asia in the second century and first century B.C. It also takes into account political factors which brought the Western frontiers of Maghadian India close to West Asia. It also encompasses many other historical factors. As historians we know how complex are historical situations at any particular point of time. We have, therefore, preferred this term. After all the beginning of monumental art in India is a complex affair" J.P.G.

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News and Notes

Late Mr Shanti Prakash Sehgal

WE regret to learn that Mr Shanti Prakash Sehgal of Sabarwal Book Wholesale House died of heart attack on the 20th October 1980 at 11.30 a.m. in his office. He was 55. We offer our heartfelt condolences to the bereaved family.

Delhi State Booksellers and Publishers Association

THE annual General Body meeting of Delhi State Booksellers and Publishers' Association was held in New Delhi on Sunday the 20th October 1980. The following office bearers were elected unanimously for the year 1980-1981 :

PRESIDENT	Mr. Devendra Sharma (Students' Store)
VICE-PRESIDENT	Mr. B.D. Galgotia (E.D. Galgotia and Sons)
SECRETARY	Mr. Bhupinder Chowdhury (English Book Store)
JOINT SECRETARY	Mr. S.C. Sethi (Jaico Book Distributors)
TREASURER	Mr. M.G. Arora (Universal Book Distributors)

The President was authorised to form the Executive Committee in consultation with the office bearers.

Outlay for Education in the Sixth Plan

IN the Sixth Plan the Planning Commission has set aside Rs. 3500 crores for education to be spread on various fields of education like elementary education, university and higher education, secondary education, technical education, adult education, physical education, art and culture, development of language, promotion of books, strengthening of administration etc.

The working group appointed by the Planning Commission for this purpose has recommended the following in its report :

1. Priority to be given to elementary education which should be included in the minimum needs programme.
2. As far as secondary education is concerned efforts to be made to improve the quality of education by strengthening the internal efficiency of the system.
3. Three languages should be taught at the secondary level.
4. The introduction of vocationalisation of education for securing job opportunities for the students.
5. Introduction of new subjects and disciplines so far excluded in the university to bridge the gap between the modern educational system and the present university educational system.
6. Provision of services for the community.
7. Non-formal education for adults in order to provide minimum basic education to all citizens.
8. Co-ordinating education with the manpower requirements of the country.

Book Business in America today

SIMON & Schuster, who began 56 years ago on the strength of some crosswordpuzzle books, is by any commercial yardstick one of the most successful book publishers in the United States.

But "The books you could sell 5,000 copies of, you now sell 2,000 copies", president Richard Snyder said "Anything that's identified as marginal, anything that does not seem to hit a vital nerve or have an absolute reason to be published is in for deep trouble, more so than ever before. Because of this, publishers must rethink every book and not just publish casually anymore".

The biggest disappointments have been middle-list titles. Many editors have lost their jobs. Lists have been pruned. Even some books under contract have been scrapped. Backlists of titles have shrunk.

Bookstores have been whisking titles back to publishers at a whirlwind pace. Many hard-cover books used to stand on shelves for a year or more; now, many books vanish in half that time. Mass-market paperbacks are returned in as little as a week if they fail to catch fire. Also, bookstores are tardier in paying their bills, and they often pay in returned books rather than cash.

From a number of authors and editors comes word that publishers are looking only for "big books" that produce big returns, and that durable literature is threatened. Author organisations decrying concentration in the book business, such as the Authors Guild and the PEN American Centre, have gone to Washington, where a Senate antitrust subcommittee held hearings on the book business in March that have produced little more than rhetoric.

To some degree, publishers blame the economy for their recent ills. Yet, more than an economic lull is involved. "All this is only partly a result of the economy", says Roger Straus Jr., president of Farrar, Straus & Giroux. "I think it's because of things that have happened in publishing for some years. The chickens are coming home to roost".

What has happened is that the industry has acquired the flavour of the high-stakes movie business. Recent years have seen the emergence of "star" writers suggestive of the box office stars in Hollywood. The plums of the bookshelves command huge sums of money, as much as several million dollars for a book; the only prerequisite may be a skimpy two-page outline.

"I remember when I was first in the book business and if William Faulkner would finish a book, he would bring it in and we would read it and publish it and the contract would be signed after the book was published", said Robert Bernstein, chairman of Random House. "Today, what has to happen in a lot of cases is you have to prove you believe in a book by over-offering it in financial terms".

"What this is leading to", Mr. Bernstein said, "is write-offs in every part of the business. If

any publisher talks to you honestly, he'll tell you about some enormous write-offs on books where he bid \$ 1 million and earned \$ 200,000.

As advances have soared, the gulf between the rewards heaped on the stars and the slim recompense that typical authors get has become greater than ever.

Part of the problem with this is that success in the book business is nothing like success in the movie business: No book can generate cash the way a "Star Wars" can, and support a house for years. And the trend has embittered writers not drawing bonanza payments.

Publishing has always involved striking a balance between books that a publisher thinks are meritous and books that he thinks are commercial. But as publishers have come to be owned by big companies such as Gulf and Western, MCA and ITT that have enjoyed success in other corporate endeavour, more business-like practices have entered into an inefficiently run cottage industry. The stakes have grown, and so have the risks.

Still, there has been no changing the essentially idiosyncratic nature of publishing. Robert Gottlieb, president and editor in chief of Alfred A Knopf, says: "What other situation is there in American business where 40,000 different products are being sold from anywhere from 50 to 100 major companies to a very small segment of 200 million people in 10,000 outlet with an average promotion budget of \$ 5,000? Is that a rational business? That's not how the auto business is. There's no other business like that".

Depending on the definition there are anywhere from 1,500 to 10,000 publishing houses in the United States. But a few dozen companies dominate trade-book publishing: the 10 biggest publishers account for more than half of the trade business. Another nine major houses — led by Bantam Books — dominate the mass market paperbacks.

All told, the book industry sold about 1.6 billion books last year at retail — about \$ 7.2 billion worth, a 10-per cent improvement over 1978. The biggest and most profitable sector of the industry is reference works and textbooks.

-- Courtesy New York Times

Publishing in India

B. R. BOOKS

On

Archaeology and Museum Studies

D.P. AGRAWAL & DILIP K. CHAKRABARTI (Eds.). *Essays in Indian protohistory*. Delhi : B.R. Pub. Corp., on behalf of Indian Society for Prehistoric and Quaternary Studies, 1979. 406 p., ill., 25 cm. Rs. 200

An important contribution to Indian history and archaeology. The essays deal with Indian prehistory from the beginning of food production to the use of iron. There are, in all, twenty-seven essays excluding introduction and epilogue.

H.D. SANKALIA. *Aspects of Indian history and archaeology*. Delhi : B.R. Pub. Corp., on behalf of Indian Society for Prehistoric and Quaternary Studies, 1977. 385 p., ill., 25 cm. Rs. 160

The thirty-three papers by the doyen of Indian archaeology deal with history, historical geography, archaeology, iconography, religion, literature, culture, tradition, epigraphy, ethnography, numismatics, material culture and museology.

H.D. SANKALIA. *Born for archaeology : an autobiography*. Delhi : B.R. Pub. Corp., 1978. 183 p., ill., 22 cm. Rs. 40

A brilliant autobiography by a brilliant archaeologist. A firm believer in pre-determination, Sankalia regales himself and his readers with his experience as an archaeologist.

JIM G. SHAFFER. : *Prehistoric Baluchistan, with excavation report on Said Qala Tepe*. Delhi : B.R. Pub. Corp., on behalf of Indian Society for Prehistoric and Quaternary Studies, 1978. 215 p., ill., 25 cm. Rs. 100

Dr. Shaffer's present study on prehistoric Baluchistan, incorporating comprehensively his findings on Said Qala Tepe excavations, forms an important landmark in the history

of Indo-Iranian Borderland archaeology.

JOHN B. SEALY. *The wonders of Ellora*. Delhi : B.R. Pub. Corp., 1975 ('1825). 617 p., ill.; 22 cm. Rs. 90

The temples and dwellings excavated out of a mountain at Ellora make Sealy sit up and wonder. His observations have been valued by historians and art historians. The book still retains its old charm.

M.A. SHERRING. *Benares, the sacred city of the Hindus in ancient and modern times*. Introduction by Fitzedward Hall. Delhi : B.R. Pub. Corp., 1975 ('1868). 424 p.; 22 cm. Rs. 80

The sacred city of Benares -- Kasi -- was famous twenty-five centuries ago throughout India as it is today. Sherring gives the minutest details of the religious importance of Benares.

SHASHI ASTHANA. *History and archaeology of India's contact with other countries from earliest times to 300 B.C.* Foreword by S.P. Gupta. Delhi : B.R. Pub. Corp., 1976. 370 p., ill., 25 cm. Rs. 125

A scholarly account of India's relation with the outside world from the Paleolithic period down to the Mauryan period. Acclaimed by scholars.

S.P. GUPTA. *Archaeology of Soviet Central Asia and the Indian borderlands*. Delhi : B.R. Pub. Corp., 1979. Foreword by V.A. Ranov. Vol. 1, 220 p., 102 figs., 17 plates, Vol. 2, 365 p., 186 figs., 40 plates; 25 cm. (set) Rs. 400

"The book deals with a region which is legendary in history since it has been a melting pot of various Asian countries not only in the recent past but also in the prehistoric times". A scholarly contribution of enduring value.

Releasing in the Month of November 1980

MUSEUMS AND PROTECTION MONUMENTS AND ANTIQUITIES IN INDIA

by
H. Sarkar

This book is devoted mainly to the problems of the protection of India's cultural property through a broad-based museum movement and by means of legislative measures. It deals with the history of India's museum movement, its achievement and short comings and also suggests measures to steer it on an even keel. Also, the legislative measures in the country have been examined in the light of similar laws in various developed and developing countries and against the background of different UNESCO Conventions and Recommendations.

The book is divided into eleven chapters :

Introduction; Cultural Property and Indian Museums; History of India's Museum Movement; Theft, Illicit Traffic and Vandalism; Protection of Moveable Cultural Property; Legislative measures, a review in global context; History of Antiquarian Laws in India; The Indian Treasure-trove Act, 1878, The Ancient Monuments and Archaeological Sites and Remains Act, 1928, The Antiquities and Art Treasures Act, 1972; and Reflection on Future Challenges. This apart, three appendices reproducing the important documents published by the International Council of Museums and the UNESCO.

Being the only book of its kind it focuses attention on several vital issues, involving protection of cultural property in India, and emphasises the need for popular participation as the durable solution.

Mr. H. Sarkar, now a Director in the Archaeological Survey of India, is an archaeologist of repute and has substantial contribution to various fields of Indian archaeology, particularly Buddhist art and architecture, and protol history, art and architecture of South India. Among his publications are *Studies in Early Buddhist Architecture of India* (1966), *Nagarjunakonda* (third edition 1980), *Amaravati* (second edition 1980), *An Architectural Survey of Temples of Kerala* (1978), *Monuments of Kerala* (second edition 1978), And the *Kampaharesvara Temple at Tribhuvanam* (1974).

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VOLUME I

NUMBER 11

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Importing Books

In 1979-80 the trade deficit perhaps stood at Rs. 2,233 crore. By all reckoning a large deficit. Over the 12 months ending in March 1981 the fear is that the deficit may deteriorate to Rs. 400 crore. Not that the government is that daft not to be conscious of the yawning deficit. Thus in its annual report earlier this year the Commerce Ministry is reported to have said that "Unless bold and quick decisions were taken immediately, the years ahead were likely to witness growing trade deficits and hence an era (sic) of increasing foreign exchange difficulties."

The prognosis is entirely right. What is not right is the scarce evidence of "bold and quick decisions". You will say that moves are being made to boost production for export but the results of such moves would yield not in a hurry. Meanwhile is it not worthwhile to have a second look at the policy of selective liberalisation which has been an important feature of our trade policy since 1977?

No doubt the increased imports of several of these commodities (or manufactured goods) are useful and have served, and are serving, important purposes. But now that the trade deficit is increasing and the conservation of foreign exchange has assumed pressing importance, those imports that have been benefiting from the policy of liberalisation under OGL have to pass through a rigorous essentiality test.

One such item is the import of books. Do we realize how the policy has hit the Indian Book Industry? Also do we realize what books are being imported under OGL?

In the last three and a half years the imports of many books that are not only outdated but also inconsequential have very adversely hit the interest of many Indian Publishers. True, the import of books was liberalised in order that many important foreign works could be made easily available to the academic readers. But the policy has helped the traders to import (to give an example) 50,000 copies of a trash called *Devil's Alternative* at one go to which we made a reference in these columns a few months back.

There are many foreign publishing companies who are misusing the OGL considerably. These companies have their offices in India and were set up under collaboration arrangements by the Government of India for publishing Indian works for world market. But many of them, unless my information is entirely wrong, are doing brisk business by importing books instead of promoting Indian books and Indian authors.

Let us hope the government put a curb on the quantum of import of books, so that the Indian Book Industry which is limping today under the heavy weight of runaway price of paper is not crippled for ever.

I.C. Mittal

Book Reviews

Incidence of Taxation

V G Rao *The corporation income tax in India 1950-65*. Foreworded by V K R V Rao. New Delhi : Concept Publishing Co., 1980. 244 p., figs., tables, 22 cm. Rs. 60

Many changes have been introduced in the Indian corporate income tax structure in the recent years. These changes were effected with a view to meeting the development needs for rapid industrialization. But this tax had been described as "unfounded in principle, inequitable in application and destructive of private corporate business". It has also been said that as a result of the introduction of changes in tax the entire burden of the corporate income tax is borne by the corporations themselves. The book under review seeks to examine this criticism.

In examining the problem the author experienced three difficulties and these are (i) the absence of an accepted theoretical framework which could suggest a unique model for estimates, (ii) paucity of data, and (iii) the problem of making the data fall in conformity with the basic assumptions of the ordinary least squares method of estimation.

Consequently, the author's first task was to formulate an adequate methodology to circumvent the above difficulties. Briefly speaking, the methodology followed by Dr Rao is to fit two single equation models for the period extending from 1950 to 1965 with gross rate of return as the dependent variable and tax rate as one of the explanatory variables, while the net regression coefficient of the tax variable is employed for measuring the degree of shifting. With regard to data Dr. Rao does not depend, what is usually the practice of the empiricists working in this field, on aggregative (all corporations) data only but has confined his attention to both aggregative and disaggregative (industrywise) levels.

The result is an interesting and also a pioneering attempt at testing the hypothesis of zero-shifting of the incidence of corporate taxation

and the ingenuity of the Indian companies to shift their tax burdens to the consumers in the form of higher prices. To the economist, Dr. Rao's book is interesting because it gives a brilliant analysis of the effects of the corporate tax on corporate savings and the corporate development in general.

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Bias in Indian Historiography

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This volume is divided into two parts. Papers in Part I analyse a variety of biases exhibited in the writing of Indian history, such as imperialist, nationalist, racial, regional, religious, Marxist, and others as well as three papers on the neglect of oral sources. Papers in Part II bring to light of reinterpreting original source-materials, Indian and foreign, in the fields of archaeology, art, epigraphy and numismatics from various periods of Indian History.

407 p., figs., tables ; 22 cm. Rs. 110

News and Notes

Pranab says trade gaps may worsen

UNION Minister for Commerce and Steel and Mines Pranab Mukherjee said the other day that widening trade gap due to higher import bill was posing a challenge and urged export houses to make serious efforts to exploit all opportunities for maximising exports to narrow the trade gap.

Inaugurating the 22nd annual general meeting of the Chemicals and Allied Products Exports Promotion Council, he said the situation might worsen during the current financial year in which case, the deficit would be much higher. This would be taken as a challenge and both the Government and exporters should organize themselves to respond to this challenge.

See Tutorial on page 1

Delhi Book Fair : An Assessment

The Delhi Book Fair which was organised jointly by Delhi Publishers' Association and the Federation of Indian Publishers was held this year at Pragati Maidan, New Delhi from 14th to 23rd November 1980. Net cash sale for Rs. 2 lakhs were made and orders worth Rs. 2 lakhs were procured by the stall holders for different libraries. The figure includes also export orders worth Rs. 2 lakhs. Single export order for one lakh copies of a small book was procured by M/s. Kitab Bhavan. The awards for best display were also given to the following stall holders :

First prize for multiple stall - Vikas Publishing House Pvt. Ltd

Second prize for multiple stall — Prentice Hall of India Pvt. Ltd

First prize for single stall — National Publishing House

Second prize for single stall

Abhinav Publications

Certificate of merit for single stall

-- Arnold Heinemann Publishers (India) Pvt. Ltd.

Certificate of merit for single stall

- Heritage Publishers

First prize for stand

- Vani Prakashan

Certificate of merit for stand

Indian Book Depot

A National Committee consisting of Publishers, Authors and Librarians for the development of Libraries was also formed with Mr. S K Bhattia as its Chairman.

10th National Book Fair

The 10th National Book Fair will be held from the 2nd to 11th January 1981 at Jaipur which is being organised by the National Book Trust in collaboration with the Federation of Indian Publishers, Federation of Publishers and Booksellers Associations in India, Akhil Bhartiya Hindi Prakashik Sangh and Rajasthan Pustak Vayavaya Sangh. An important feature of the Fair will be a National Book Exhibition where selected books in various languages published in the country since January 1979 will be on display. A section of this display will be devoted to books for children and neo-literates.

The Late Mr S.D. Chowdhri

Mr S.D. Chowdhri of the English Book Store expired on the 20th November 1980. We offer our sincere condolences to the bereaved family.

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on

History

B.B SINHA. *Socio-economic life in Chotanagpur* Delhi : B.R. Pub. Corp., 1979. 227 p., 22 cm. Rs 50

The author traces the economic history of Chotanagpur in Bihar from 1858 up to 1935 and gives an exhaustive account of the region's economic life and its potentialities including an account of the tribal life

BAL KRISHNA MUZTAR. *Kurukshetra, political and cultural history* Delhi : B.R. Pub. Corp., 1978. 202 p., maps, 23 cm. Rs 60

A brilliant recreation of the history of Kurukshetra - its glorious past and its present importance

BIRENDRA PRASAD. *Indian nationalism and Asia* Delhi : B.R. Pub. Corp., 1979. 268 p., 25 cm. Rs 80

For an understanding of modern Indian history Birendra Prasad provides a historical analysis of India's Asian policy and concludes by saying that "India's desire to maintain friendly relations with Asian countries is, to a considerable degree, the legacy of the commitments made by the Indian National movement during the struggle for freedom from foreign domination"

D K. BHATTACHARYA. *The emergence of culture in Europe*. Foreword by H.D. Sankalia. Delhi : B.R. Pub. Corp., 1978. 206 p., ill., 22 cm. Rs 50

An anthropological account of European pre-history which will be eagerly read by all students of history

D P AGRAWAL & DILIP K. CHAKRABARTI (Eds) *Essays in Indian protohistory*, Delhi : B.R. Pub. Corp., on behalf of Indian Society for Prehistoric and Quaternary Studies, 1979. 329 p., ill., plates, charts, tables, 25 cm. Rs 200

A collection of twenty-eight research articles by Indian archaeologists shedding lights on pre and proto-history and showing the trends of recent archaeological researches in India.

H.D. SANKALIA. *Aspects of Indian history and archaeology* Delhi : B.R. Pub. Corp., on behalf of Indian Society for Prehistoric and Quaternary Studies, 1977. 385 p., ill., maps, 25 cm. Rs 160

This collection of studies by one of our greatest archaeologists today will be an eye-opener for research scholars and students of history and archaeology

LOUIS ROUSSELET. *India and its native princes* Delhi : B.R. Pub. Corp., 1975 ('1875) 629 p., 25 cm. Rs 175

The author recreates a fascinating account of life and behaviour of princely India as well as cultural and social life among the ordinary folks in the 19th-century India

M A SHERRING. *Benares, the sacred city of the Hindustan in ancient and modern times*. Introduction by Fazl-e-Huda Hall. Delhi : B.R. Pub. Corp., 1975 ('1868). 422 p., plates, 23 cm. Rs 80

Sherring here recreates the religious and cultural importance of the sacred complex of Varanasi in the life of the Hindus

P N. OJHA. *Aspects of mediaeval Indian society and culture*. Delhi : B.R. Pub. Corp., 1978. 224 p., 22 cm. Rs 50

Dr Ojha discusses literature, art, architecture, and religion and shows how society and culture of mediaeval India were coloured by the interaction of two religions -- Hinduism and Muhammedanism.

R.C. MAJUMDAR. *Readings in political history of India, ancient, mediaeval and modern*. Delhi : B.R. Pub. Corp., on behalf of Indian

Society for Prehistoric and Quaternary Studies.
Edited by S.P. Gupta, 1976. 291 p., plates,
ill ; 26 cm. Rs. 85

Contains thirty-six articles covering the period
from the Vedic age to the movement of 1857
by the doyen of Indian history

R C. MAJUMDAR. *India and South-east Asia.* Delhi : B.R. Pub. Corp., on behalf of Indian Society for Prehistoric and Quaternary Studies. Edited by K.S. Ramachandran and S.P. Gupta, 1979. 218 p. : 22 cm. Rs. 55

A companion to the above volume. The collection of essays on the Far-Eastern countries and their relation with ancient India will be of immense help to the students of Indian history and culture.

S P GUPTA. *Archaeology of Soviet Central Asia and the Indian borderlands.* Delhi : B R Pub Corp, 1979 Foreword by V.A. Ranov Vol 1, 220 p., 102 figs., 17 plates, Vol. 2, 365 p., 186 figs., 40 plates, 25 cm.
(set) Rs. 400

The book deals with a region which is legendary in history since it has been a melting pot of various Asian countries not only in the recent past but also in the prehistoric times. A scholarly contribution of enduring value.

SHASHI ASTHANA *History and archaeology of India's contacts with other countries from earliest times to 300 B.C.* Foreword by S.P. Gupta. Delhi : B R Pub. Corp., 1976 370 p., ill., 25 cm. Rs. 125

An erudite analysis of India's relation with the outside world from the Paleolithic period down to the Mauryan period. The first book of its kind

T.V. MAHALINGAM. *Readings in South Indian history* Delhi : B R Pub. Corp., 1977. 253 p., tables, 5 maps, 25 cm. Rs. 60

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